Message from the Director

As we come to the end of this semester and close the curtains on the 2020 academic year, I am thankful to all our staff and students for the resilience shown in managing the challenges brought our way by Covid-19. Our stellar achievements over the semester speak of a SCiiS community that has triumphed against the significant odds of 2020.

In knowledge production, SCiiS takes pride in the way our academics have embraced the use of digital technologies to connect with, support, and inspire our research students. A good testimony to this is in the fact that our students scooped the top three positions in the highly competitive annual CBE Honours competition. Allow me to congratulate the students – and their supervisors, Dr Paul Issock, Mr Sithembiso Khumalo, and Dr Nombulelo Dilotsotlhe – for their fine achievements.

We are also delighted that our excellence in research continues to receive international recognition. This semester we celebrated with Prof. Gilbert Silvious and Prof. Carl Marnewick for receiving the IPMA Global Outstanding Research Contribution Award. Well done, colleagues. Closely linked with research is innovation. My kudos go to Mandlenkosi Shezi, an Honours student in AIS, for developing an app for the deaf. Mandlenkosi, you are indeed a professor in the making – and we are here to support you in realising your vision!

On the teaching and learning front, students' feedback on our transition to and continued use of online platforms for teaching tells a story of a SCiiS community that not only managed to adjust to the new mode of teaching, but did so with excellence. We also rejoice in the fact that one of us, Prof. Abejide Ade-Ibijola, received the 2020 Vice Chancellor's Distinguished Award for Teacher Excellence. Recipients of this award are recognised as "exemplars and role models that define excellence in this important academic pursuit". Congratulations, Prof. Abejide!

Our pool of talent continues to attract national and international attention from those seeking expertise. This semester we were excited to learn of the appointment of Dr Stella Bvuma to the Board of the Small Enterprise Development Agency and the advisory board of the Pan African Information Communication Technology Association. Prof. Mornay Roberts-Lombard was appointed to the Chartered Institute of Customer Management Service board. Dr Patrick Ndayizigamiye and Dr Shopee Dube were selected to be part of the South African advisory panel for UNESCO's Responsible Research and Innovation Networking Globally project.

Last, let me thank our external partners, private and public, for the pivotal role that they continue to play in supporting the School in its quest to ensure that our research and teaching activities offer significant social-economic benefit and impact society at large. The pages of this newsletter are well decorated with your beautiful footprints.

Enjoy your reading!

Prof. Mercy Mpinganjira
Director: School of Consumer Intelligence and Information Systems

Student News

SCiiS scoops top three positions at the CBE Honours Poster Competition

Congratulations to our brilliant SCiiS students who came up tops at the 2020 College of Business and Economics (CBE) Honours Poster Competition, which took place virtually on 22 October 2020.

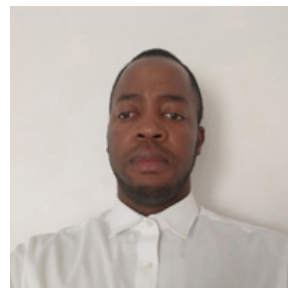*First position: Joyce Mxinwa and Lerato Masehlele, and their supervisor, Dr Paul Issock*

In first position were Marketing Management students Joyce Mxinwa and Lerato Masehlele. The topic of their study was "*Understanding eco-friendly e-waste disposal behaviour in households*", supervised by Dr Paul Issock.

The second position was taken by Information and Knowledge Management student Busisiwe Precious Dlamini. Her topic was "*The prominence of pillars of the Fourth Industrial Revolution in the Journal of Information Science*", supervised by Mr Sithembiso Khumalo.

Second position: Busisiwe Dlamini and her supervisor, Mr Sithembiso Khumalo

In third position were Marketing Management students, Varenya Naicker, Ashley Phillips, and Ernest Mathoma. Their topic was "Factors affecting environmentally friendly car adoption", supervised by Dr Nombulelo Dilotsotlhe.

Third position: Varenya Naicker, Ashley Phillips, and Ernest Mathoma, and their supervisor, Dr Nombulelo Dilotsotlhe

With entries from across the CBE, this competition is always a tough one for students. Well done to our winners – and thank you to the supervisors for the excellent support that you provided to the students.

AIS third-year IT project day

The Department of Applied Information Systems hosted their third-year IT project day on 21 October 2020.

Prof. Roelien Brink collaborated with Dr Naudé Malan, convenor of iZindaba Zokudla, to identify various stakeholders in the urban agriculture sector. Each group of students partnered with a stakeholder to identify their challenges and to develop an IT solution that addressed those challenges.

On the project day, our students showcased a collection of IT-related projects, including software applications and business analysis presentations. These projects are the culmination of the knowledge that students have gained during their three years of studies.

The stakeholders for 2020 were iZindaba Zokudla, SAOSO, Bryanston Market, Slow Food, BIZMOD, Nutrition App, Food for Mzansi, Career Fair App, Ethical App, OWARECO, JCCI, and Step Above.

Because of Covid-19, the projects were showcased virtually. They were introduced on iZindaba Zokudla's website, and the general public was able to join in virtually through MS Teams. The audience had the opportunity of experiencing the IT solutions, and students were available to address questions about their IT projects.

Experts from industry served as project judges. This year's judges were Mr Mandlakayise SJ Thabethe (ICT Manager at Local Government Sector Education & Training Authority), Mr Romeo Mabasa (Senior Business Development and Partner Manager for PeopleCert), Prof. Sue Walker (Principal Researcher: Agrometeorology at Agricultural Research Council , Pretoria), Prof. Linky Makgahlela (Research Team Manager for Animal Breeding and Genetics, ARC-Animal Production Campus), Adv. Lufuno T Khorommbi (Cyberlaw professional), and Dr Henk Pretorius (Senior Lecturer at the University of Pretoria).

The top three groups were:

Overall winners: Food for Mzansi

Group members: Yitong He, Privilege Majozi, Abeedah Rahiman Butt, Siyanda Ntuli, Michael Tollemache, Fudilia Hassen-Bootha, Siyanda Rakuba, and Nicole Azilick. Food for Mzansi stakeholder group supervisor: Ivor.

Second place: iZindaba Zokudla

Members: Sechaba Katake, Tsholofelo Mokheleli, Tshimangadzo Cedric Phaswana, Chris Sifundza, Sphiwe Mthombeni, Mthobeli Mdokwe, Sasekani Ringani, Puseletso Kujane, Hlonela Mbawuli, and Emmanuel Oposi.

iZindaba Zokudla stakeholder group supervisors: Mrs Juanita van der Walt and Dr Naude Malan.

Third place: Nutrition App

Members: Ndimamkele Mkhulisi, Prudence Thwala, Thandolwethu Maduna, Patience Mokokota, Lethabo Poopedi, Nhlanhla Soviya, Lucretia Maswabela, and Blessing Madziya.

Nutrition App stakeholder group supervisor: Dr Hema Kesa.

Winning group, Food for Mzansi

Colgate-Palmolive projects

On 28 October 2020, BCom Honours Advanced Strategic Marketing Management students presented their industry projects to the senior management and senior brand management teams of Colgate-Palmolive. The presentations took place via Google meetings owing the Covid-19 pandemic.

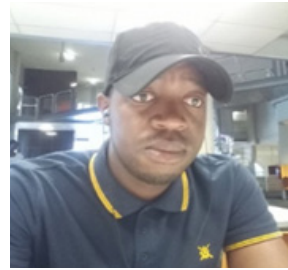This year's projects challenged students to come up with:

- **An RSA Protex relaunch with flaxseed oil.** Students where challenged to *create a digital marketing campaign, supported by a shopper campaign, that would drive awareness and enhance sales of this product.*

- **An ecommerce increase reach project.** Students were tasked with *developing an e-commerce strategy by selecting a specific platform that would be most beneficial in expanding reach, driving CP's ecommerce sales, and achieving SOM objectives.*

- **An EWA Protex handwashing campaign.** Students had to *develop a plan for Protex to re-invent handwashing in Kenya, to make it fun – and to differentiate it from Dettol and Lifebuoy. The plan had to be commercially viable by driving Protex consumption and by producing a positive return on investment.*
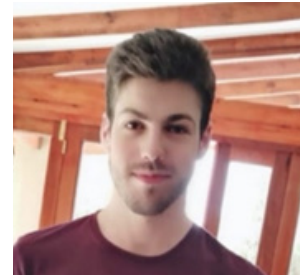
Congratulations to the three winnings groups who stood out from the rest:
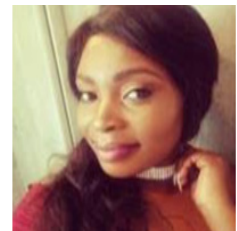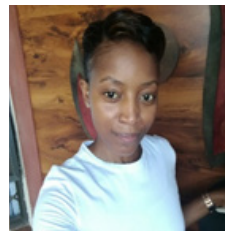
Ecommerce Reach project

Lelethu Tyilana, Sarah Mukenge, Ernest Mathoma, and Christelle Mapokotera

EWA Protex handwashing project

Megan Moore, Varenya Naicker, Hugh Mogotlane, and Adrian Koch

Protex Relaunch South Africa project

Karabo Thulare, Mokgadi Motloutsi, Sindile Vilakazi, Sibongile Mamatu, and Evangeline Shidika

A huge thank you to Dr Lubbe for her role in establishing and managing this industry project initiative. Thanks, too, to Ms Semona Pillay, Dr Nicole Cunningham, and Ms Mariette Frazer of the Marketing Management Department for their assistance on the project presentation day.

Integrated Marketing Communications project

Second year BCom Marketing Management students.

According to an article by Nivashni Nair of TimesLive on 25 May 2020, the Employers Organisation for Hairdressing, Cosmetology and Beauty of South Africa reported that up to 70% of the country's hair and beauty salons, faced closure as their businesses were closed under strict lockdown levels. Based on this, Prof Ilse Struweg challenged the second year BCom Marketing Management students in the module "Integrated Marketing Communications" during the second semester, to develop an integrated marketing communications plan for a local hairdresser of choice in a group assessment.

The students excelled in their planning to provide local hairdressers with potential to get better results from an integrated marketing communication plan with reduced marketing costs, to build stronger relationships between their salons and customers, and more seamless customer engagements in a post-strict lockdown COVID-19 world.

Well-done to the students for making a difference during these tough times through creating integrated marketing communications plans that assisted local salon owners to keep their doors open.

AIS Honours student, Mandlenkosi Shezi, creates innovation for the deaf and publishes an article in a Scopus-indexed journal

Mandlenkosi Shezi, an Honours student supervised by Prof. Abejide Ade-Ibijola in the Department of Applied Information Systems (AIS), completed his Honours research with some major achievements:

- He published an article in a Scopus-indexed (SA DHET-accredited) American journal, *Advances in Science, Technology and Engineering Systems Journal (ASTESJ)*.

  His research focused on developing an artificial intelligence application that supports communication with people with a hearing impairment (i.e., the deaf) in a multi-speaker environment. His innovation (Deaf-Chat) assists deaf people to communicate with up to four different speakers at the same time.

During his Honours studies Mandlenkosi also

- Consistently supported the Formal Structures Research Cluster in the AIS department by assisting in proofreading the academic writing of his fellow Honours students, of Master's and PhD students, as well as Postdoctoral fellows, with his fantastic language skills; and
- Tutored Teaching and Learning of Computer Programming at undergraduate level.

His article can be cited as follows:

Mandlenkosi Shezi and Abejide Ade-Ibijola (2020). Deaf-Chat: A speech-to-text communication aid for hearing deficiency. *Journal of Advances in Science, Technology and Engineering Systems* – Special issue on multidisciplinary innovation in engineering, science & technology (ASTESJ, Scopus), Vol. 5, Number 5 (2020), pp 826-833, ASTES Publishers, ISSN: 2415-6698.

Mandlenkosi wants to continue his studies to Master's and PhD levels as

Mandlenkosi Shezi – AIS Honours student

his passion for artificial intelligence and its application in society grows. He also dreams of becoming a professor someday.

AIS student Emmanuel Mbuya selected to be the IBM Z Ambassador

Emmanuel Mbuya

AIS second-year Business Information Technology student Emmanuel Mbuya was selected in June 2020 to be an IBM Z Ambassador. As an IBM Ambassador, he is responsible for building the IBM Z student community, which focuses on equipping any student with the knowledge and skills needed to master mainframes.

On 15 September 2020 he was given the opportunity to host a virtual event called 'IBM Z Day',

along with his mentor Henri Kuiper and the organiser Misty Decker. The purpose of the event was to introduce students to the Master the Mainframe (MTM) contest. His duty was to help students all over the world to complete the first level of the competition. For each student's completion, meals were given to underprivileged children. In total, 7172 children were fed. Anyone is eligible to be an IBM Z Ambassador. The next contest opens in February 2021, and every student is welcome to take part.
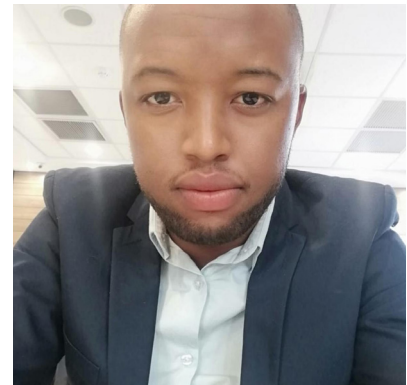
IKM Master's graduate Tshepo Magoma shares his experience

Tshepo Magoma obtained his MCom in Business Management, specialising in Information Management, on 30 October 2020. The title of his dissertation is *Signification framework of a business intelligence tool for SME business decision-making*, prepared under the supervision of Mr Sithembiso Khumalo and co-supervisor Prof. Tanya du Plessis of the Department of Information and Knowledge Management (IKM). Tshepo currently works as a Digital Identity Fellow at a United Kingdom-based global identity firm called Yoti, where he is investigating the digital identity landscape in South Africa. Read below as he shares his overall student journey with us:

My experience with the Information and Knowledge Management Department (IKM) started when I enrolled for a BCom Honours in Information Management, and I got exposed to research; and my love for research developed from that instance. Upon submitting my final Honours research project, they selected me to attend a conference at the Africa Research Group in Mauritius, Belle Mare in 2017, where I presented my findings alongside the IKM staff and in front of an international audience.

This amazing international exposure and the level of detail emphasised for research at IKM is what also led me to pursue an MCom in Business Management, specialising in Information Management, and I was further exposed to the knowledge economy, competitive intelligence, strategic information management, and Fourth Industrial Revolution (4IR) concepts that have further positioned me to become a 4IR advisory committee member to various organisations, including the Media, Information and Communication Technologies Sector Education and Training Authority (MICT SETA), where I serve in the research stream aimed at driving 4IR-focused research in the country.

For any postgraduate student, the success of your dissertation largely depends on the relationship you have with your supervisors, and I was lucky enough to have met and worked with highly professional and talented IKM staff members with an eagerness to listen and create a conducive space for collaboration and learning. The department provides a much-detailed approach towards research, and focuses more on applied research, and that has allowed me to apply research in different scenarios and settings. I thus believe that the research the department facilitates helps an individual to think out of the box and to solve societal problems.

Tshepo Magoma, digital identity fellow at Yoti

The department should be a first thought and priority for anyone who intends to pursue a career in research, particularly 4IR-related. It is this kind of research being taught at IKM that has also assisted me throughout my independent research journey with a UK-based global Identity firm called Yoti, where I am investigating the digital identity landscape in South Africa and its effectiveness in fighting fraud. I am looking at the national digital identity programme from a human rights perspective, and speaking to a range of individuals on how they perceive digital identity in the age of 4IR.

For more information on his research, click **HERE**.

For other related links, click **HERE**.

SCiiS students virtual prize-giving awards ceremony

On 18 August 2020 the SCiiS held their virtual annual prize-giving awards ceremony. Top students in each of its departments – the Department of Applied Information Systems, the Department of Information and Knowledge Management, and the Department of Marketing Management – were recognised.

The SCiiS would like to thank all the sponsors for their generous contributions. Each student received a merit bursary of R4,000. Our sponsors were PPS, Smollen, Spar, Juta, Wholesale & Retail SETA, Siyafunda Community Technology Centre, Incredible Connection, Mobius Consulting, and SabiNet.

Dr Beate Stiehler-Mulder facilitated the ceremony, and the SCiiS Director, Prof. Mercy Mpinganjira, gave a welcoming address to all the students, parents, sponsors, and academics. The guest speaker was Mr Gavin Moffat, co-founder of Hers&His and director at Join.the.dots.

The SCiiS would like to congratulate all the students for their hard work, and thank the sponsors for their continued support. Thank you to the prize giving committee – Mr Lucas Khoza, Mr Kagiso Mabe, Mrs Wafeequa Dinath, Ms Fareea Dango, Dr Beate Stiehler-Mulder, and Ms Nontokozo Mokoena – for putting together a great ceremony.

To watch the awards, click **HERE**.

Student letters to lecturers amidst Covid-19

From second-year BCom Information Management student to Dr Cor Niemand

Good day Sir

I hope you are doing well

First and foremost I'm glad that you will be our lecturer for this semester. I have learned a lot from you in my first year (SEO); your lecturing approach motivated me to look at the world from a different perspective. I even started a consulting company called Alpexes Group (www.alpexes.co.za); one of my services is SEO/ SEM. I'm not an expert yet, but I'm still learning.

Kinds regards,

Hector Motsepe

BCom Hons Marketing Management student to Dr Nicole Cunningham

Dear Dr Cunningham

I hope you are well and safe.

I am writing to you just to say THANK YOU!!!

I remember when you sent me an email beginning of 2019 informing me about the open space, my heart literally started racing as I had given up all hope but your email on that day brought it all back. I know there were great students before me but you took a chance on me and I am grateful.

I was working and studying throughout, staying at Boksburg, having to travel back to this side every time after class, NB!! I don't have a car, I had to use Uber. And when I failed Contemporary Marketing first semester while doing only two modules, coming to class every two weeks, I realized that not only did I fail the module, I failed myself and I failed you too.

I honesty do well under pressure, it's wrong I know but knowing I had a class in two weeks the other week I would just chill and postpone doing school work. Then again, I had to decide if I still wanted this as bad as I had previously mentioned, and Yes I wanted in with all of my heart. I then decided to take all modules even when you explained the status I was in as a part-time student facing a warning. Now I had to go to class every week doing all modules, working full time, still without a car.

But today I look back and I realise that it all began with you taking a risk on me, although my BTech average was not great, you granted me the opportunity and everything else after

that was all about taking the risk. And today I hold the qualification with a final mark of 70% in research and an average of 65%. Again I know there are better students before me. However, I promise to work hard, continue learning, and come back and further my studies. I will never take for granted what you have done for me.

Thank you soo much Dr. Cunningham.

Pertunia Dimpho Zono

First-year BCom Information Management student to Dr Joel Arthur
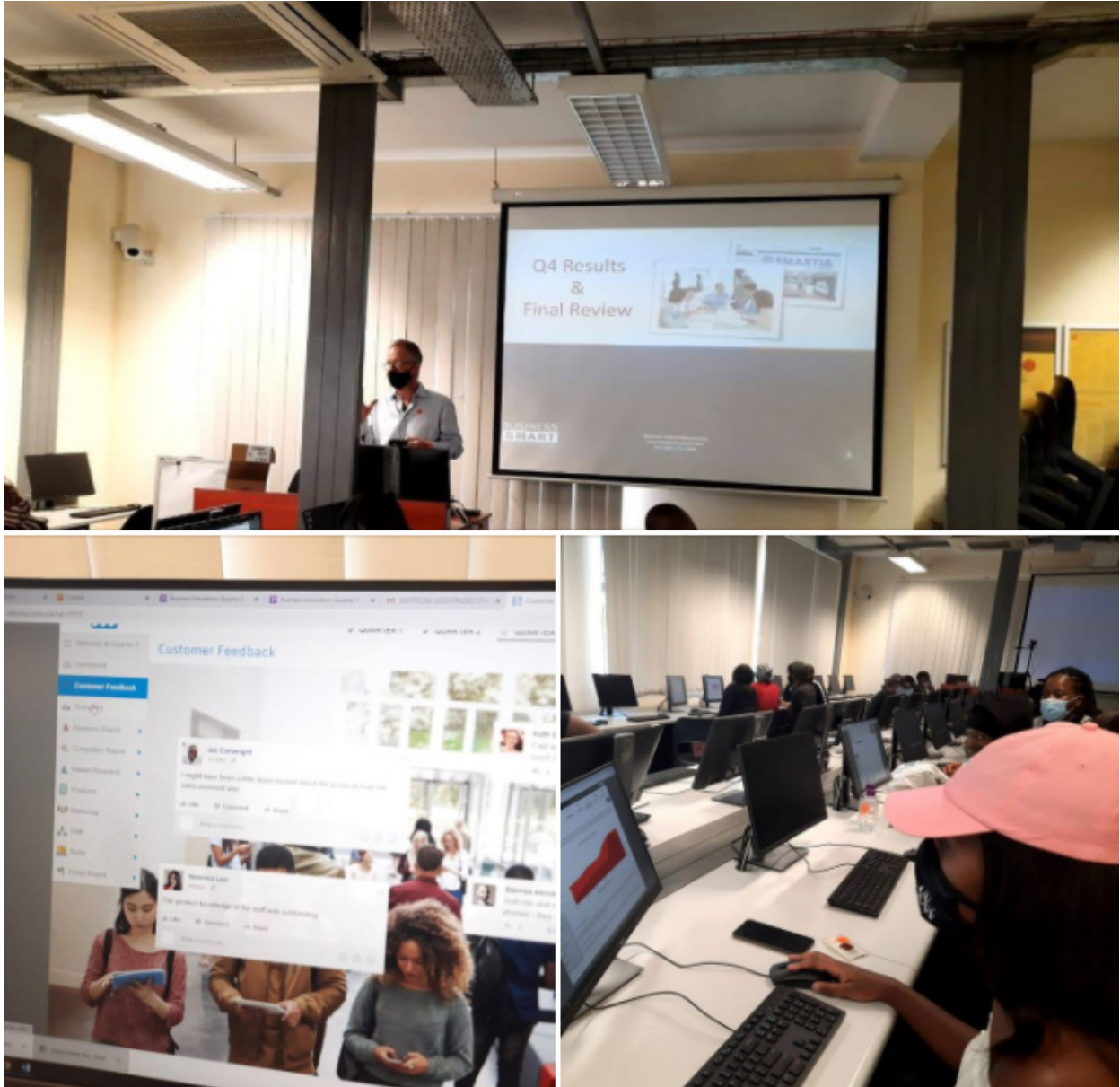
Hi Dr Joel

It's Karabo from Soweto campus Information 1A. I just realised that we might have a new lecturer for semester 2. I just hope it's a mistake because I know I am speaking on behalf of most when I say you were one of the best lecturers. You made the module so enjoyable and even in the midst of the online learning crisis you simplified the course for us. Thank you so much for what you have done for us and it is with great sadness to let go of you.

Karabo Mualefe

Guest lecturers:
Bringing industry into the virtual classroom

Online business simulations – hybrid in-class and remote

Retail students in action!

On 21 October 2020, Advanced Diploma Retailing students participated in a computer-based business simulation, in which the teams where tasked to make strategic decisions for a cell phone retailer in a competitive market. The simulation was based on a real-life retailer, and the teams' performance was measured against a balanced scorecard that included financial performance, customer satisfaction, and employee wellbeing. It was facilitated by Mr Paul Fletcher from Living Essence and lecturer Ms Mariette Frazer.

Because of the Covid-19 pandemic, some students were not able to attend in person; so the traditional board-based intervention could not be used. Students had the option to attend remotely, and so some group members were off-campus.

The feedback from students was very encouraging. This is what two of them had to say:

"The intense level of critical thinking skills needed was challenging, yet fun."

"Enjoyed the group work, the exchange of ideas and the critical thinking that came with the session. I like how it shows the consequences of the decision that one makes regarding the business. This is going to assist me a lot in my career."
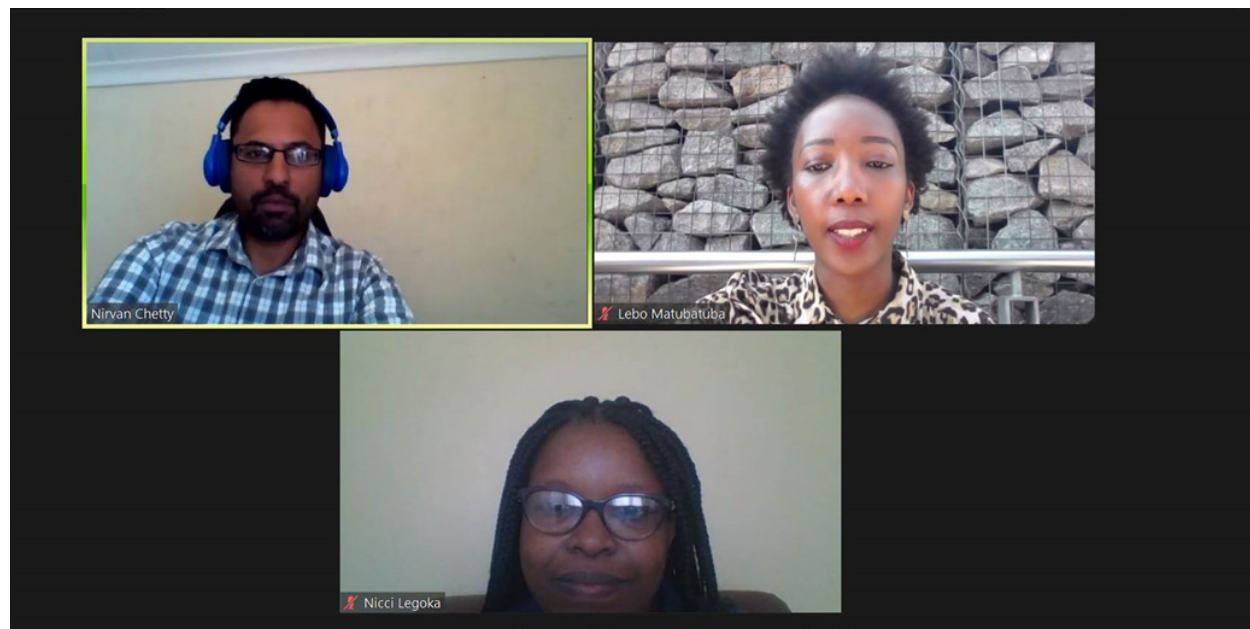
IBM online training

On 24 and 25 September 2020, IBM held an online training session themed "Master the frame". The session was organised by AIS Senior Lecturer Dr Patrick Ndayizigamiye, in collaboration with IBM.

This session targeted third-year and Honours students in AIS, and aimed to equip them with skills that are needed in the industry. The session introduced the students to mainframe computing, and they were given the opportunity to do hands-on exercises, such as setting up a mainframe computer and navigating through some of its functions. The students were also exposed to the IBM recruitment program, and were given an opportunity to subscribe to and participate in the IBM 'Master the frame' global student competition.

Dr Patrick Ndayizigamiye

The second online training session, 'Introduction to LINUX', was held on 28 and 29 September 2020. This session targeted first-year students and introduced them to hands-on LINUX scripting commands. There is a global shortage of skills in LINUX scripting, and so this session aimed to introduce these skills to the students at an early (first-year) stage in their academic journey. This training also included an opportunity for the students to participate in some of the free training offered by IBM through its Digital Nation platform.

On 1 October, Dr Ndayizigamiye organised a virtual workshop on Design Thinking in collaboration with IBM. This event was open to all the students in AIS. The workshop exposed them to inclusive problem-solving techniques using the Design Thinking methodology.

Smollan shares retail insights with students

Mr Nirvan Chetty, Ms Relebohiseng Matubatuba, and Ms Nicolene Legoka

Retailing 3B had an online industry guest lecture on 14 September 2020. The presenters were from Smollan, a leading retail solutions company that delivers growth for retailers and brand owners across five continents. Mr Nirvan Chetty, Senior Growth Manager at Smollan, shared information about the company and insights related to the retail industry. The session was insightful and informative for the students, and gave them a better perspective on their career prospects in the retail industry. Ms Nicolene Legoka, Talent Acquisition Manager at Smollan, also shared information about their graduate programme, and encouraged the students to apply.

Staff news

Dr Nazeer Joseph elected as the new SCiiS Ethics Chair

In line with the CBE ethics charter, the chair of the committee has a three-year term. Prof. Christine De Meyer-Heydenrych filled this role from 2018, steering the SCiiS ethics committee, with her term ending in December 2020.

Dr Nazeer Joseph has been elected as the new Chair from January 2021. We interviewed the outgoing and incoming chairs, and this is what they had to say:

Prof. Christine De Meyer-Heydenrych – outgoing chair

Your three-year team as SCiiS Ethics Chair is coming to an end in December 2020. How would you describe the past three years for you?

The three years were a steep learning curve, but a thoroughly enjoyable one. The amount that I learnt was invaluable. In the beginning, there were challenges in getting the process running smoothly and getting researchers to understand the importance of ethics and of obtaining clearance. As we moved through the years, we tried different ways of making the process smoother and easier. The biggest takeaway was that, although it is essential to follow policies and processes and to ensure high quality standards, we can still be innovative in how we do things, and we can always try new things to match changing circumstances. If it does not work, we take those lessons and try something else.

What were your highlights?

First, working with such a great team who were willing to try different ways of working and who were always there for me to count on. They provided input and suggestions as to how we could make the committee better and more efficient. Second, when researchers understood the reasons for our comments in applications, and were open to learning about ethics and why some aspects of a project needed revision. Thank you to all staff who attended the ethics workshops we held, and who engaged with us about their research and how to ensure that all participants and researchers were protected.

What advice can you give to the incoming chair?

Dr Joseph has been an invaluable member of this committee. His demeanour and ideas will take this committee to new heights. My advice would be i) not to get discouraged when applications come in without the comments of the committee being taken into consideration. Talk to the applicant, and explain why those comments were suggested. ii) Rely on your team. iii) If you don't know – ask. Ethics is constantly changing and becoming more and more important. As research evolves, you will be faced with applications that include aspects that you have never encountered before. Ask your colleagues in the CBEREC and in your team (or consult more widely) for their advice and input.

Any final remarks?

The past three years have been a difficult road, but there was light at the end of the tunnel. Our School is part of a project that will hopefully make ethical application processes even easier. I look forward to seeing how this will be implemented by the new committee (and hopefully UJ as a whole). Finally, to the team members who have walked this road with me for the full three years – Proffs Du Plessis and Struweg and Drs Cunningham, Dube, and Joseph – thank you for building this committee into one that we can say has become successful. Without you, this committee would not have functioned. To the 'new' committee for 2021, I wish you all the best, and really look forward to seeing the innovative ideas that you will bring forth.

Dr Nazeer Joseph – incoming chair

How do you feel about your new role as SCiiS Ethics Chair?

It is quite an achievement, especially after being recently promoted to Senior Lecturer. Seems I have been inadvertently preparing for this after we established our own Applied Information Systems (AIS) Research Ethics Committee. I am very excited to represent AIS and SCiiS at CBE level to ensure rigorous and efficient ethical compliance.

You have been a member of the committee for the past few years. What would you say were your major learnings?

Absolute main takeaway is that ethical research and integrity are of utmost importance to maintain the reputation of academia. Moreover, given our local context of crime and corruption, it is imperative that we as scholars lead by example and perform research that is ethically sound and benefits the local landscape to grow our nation. I also learnt that there are many more aspects to research ethics than I expected. We have to critically assess all ethical considerations to ensure that we cross the t's and dot the i's before embarking on research.

What are some of the measures that you plan to take to promote integrity and ethical compliance in the School?

A big aspect is training. We need more training and awareness of ethical conduct and principles to ensure that we all maintain ethical integrity. It is also important to create more transparency in the policies and procedures when applying for ethical clearance, as I am not always sure all academics understand the role and purpose of any research ethics committee. A major bottleneck we currently have is the manual process of ethical clearance and communication. I envision a technologically enabled process that adopts the 4IR concept of automation to streamline the process and make life simpler for students and academics. The aim is to have an online system that can push not only the SCiiS REC forward, but the CBE as a whole.

What is your message to the SCiiS staff on ethical compliance?

Please remember the importance of ethical clearance, and ensure that your students are aware as well. Ask if you have any questions, rather than try to retrofit issues. A proactive approach is the best approach.

Any final remarks?

With the Department of Higher Education and Training clamping down on approving research credits and upholding quality research, it is important that we as academics lead by example, while having an open mind to develop ethical conduct that any top-class institution would envy.

Dr Stella Bvuma making big moves

Congratulations to the Head of Department of Applied Information Systems ,Dr Stella Bvuma, on her appointment as an non-executive board member of the Small Enterprise Development Agency (SEDA) and her appointment as an advisory board member of the Pan African Information Communication Technology Association (PAICTA).

Dr Bvuma has also been announced as one of the finalists in the Southern African Women in Leadership (SAWIL) Vision 2030 Trailblazers Awards. These inaugural awards are aimed at celebrating women who are pioneers of transformation, gender equality, diversity, and inclusion in their respective fields.

Dr Bvuma enjoys sharing her knowledge and experiences beyond the classroom. Some of her recent radio engagements include an interview on the afternoon drive show with Thibos Mokone and Ledisosky on the Lesidi FM radio station on 10 November 2020, when they discussed *inclusive education* and *woman's equality*. On 17 September 2020, she was on the Thobela FM radio station's afternoon drive show with the youth, when they discussed *Women in 4iR*. The Ukhozi FM radio station interviewed Dr Bvuma on their afternoon drive show on 8 August 2020, when she talked about *Women in 4iR and how do we bridge the digital divide?* On 3 September 2020 she was also interviewed by COMETSA Club Radio Africa, when she talked about *Women Leadership in ICT.*

On 22 August 2020 Dr Bvuma was part of a webinar, *Digital conversations: The future of software development in Africa*, arranged by PAICTA in collaboration with University of Kwa-Zulu Natal. She was also part of panel hosted by the University of Witwatersrand Development Leadership Unit (DLU), Young African Entrepreneurship Institute (YAEI) on 8 August 2020. The topic of discussion was *Access and success in leadership and entrepreneurship opportunities for young women in South Africa*. Her address topic was *How do we bridge the gender divide in digital society and opportunities for women in 4iR?*

Dr Bvuma was a panellist on the School of Tourism and Hospitality (STH) webinar, *Women leveraging technology to innovate & disrupt tourism*. When asked to share her
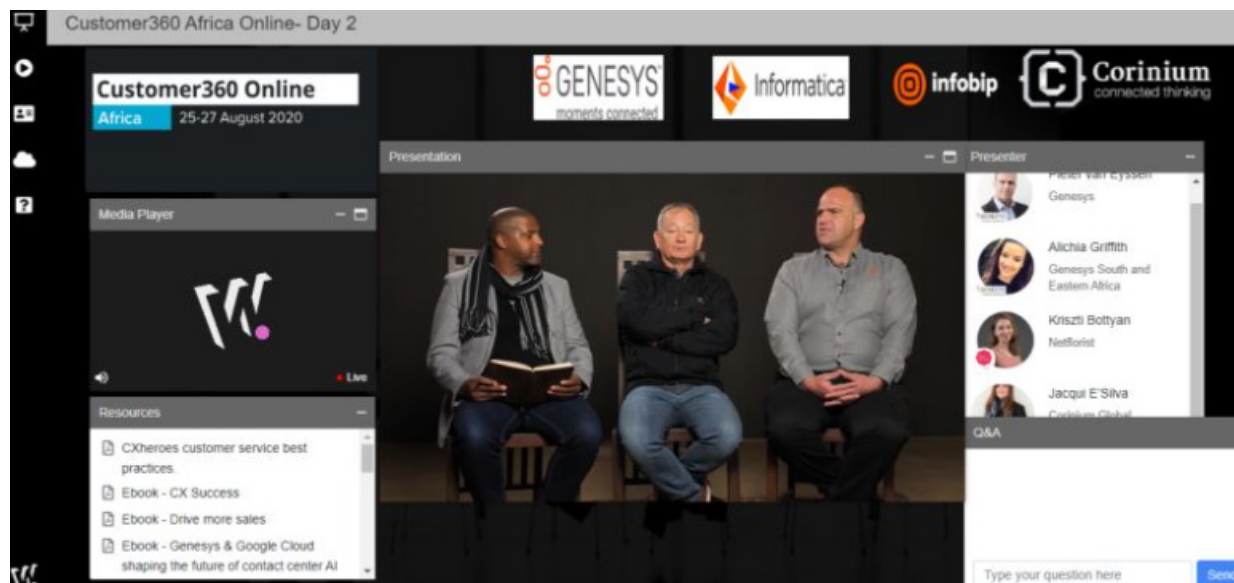

Dr Stella Bvuma

insights from the webinar, this is what she had to say, *"Almost everything developed for the 20th-century workforce is being dismantled and reconstructed; higher education is no exception. Universities must re-evaluate their roles now and what they could grow to be in the future. At UJ, the institution is led by a thought leader in artificial intelligence, Professor Tsilidzi Marwala; we are already modifying our programmes to answer the skills demand of the fourth industrial revolution. We are gearing up on skills development to serve the demands of industry."*

Dr Bvuma was featured in the July 2020 edition of *Brainstorm*, a monthly magazine on South African business and information technology trends, designed especially for decision makers and industry professionals. She contributed a piece on Digital Township Transformation, on how to look at SMME ICT adoption and development as a catalyst for economic growth.

SCiiS celebrates the big moves being made by Dr Stella Bvuma!

Prof. Mornay Roberts-Lombard joins the 'Battles facing customer experience practitioners' discussion

Mr Eldon Phukele, Prof. Mornay Roberts-Lombard, and Mr Pieter van Eyssen

Prof. Mornay Roberts-Lombard from the Marketing Management Department participated in an industry discussion on 26 October 2020, with Mr Eldon Phukele (Customer Experience Association CEO) and Mr Pieter van Eyssen (representing the customer experience industry). The discussion focused on how the customer experience encompasses every aspect of a company's offering, such as the quality of customer care, of course, but also advertising, packaging, product and service features, ease of use, and reliability.

Greater understanding of the links between what higher education institutions teach about customer experience and what customer experience practitioners want students to learn is required, and needs further exploration to secure the future sustainability of customer experience as a field.
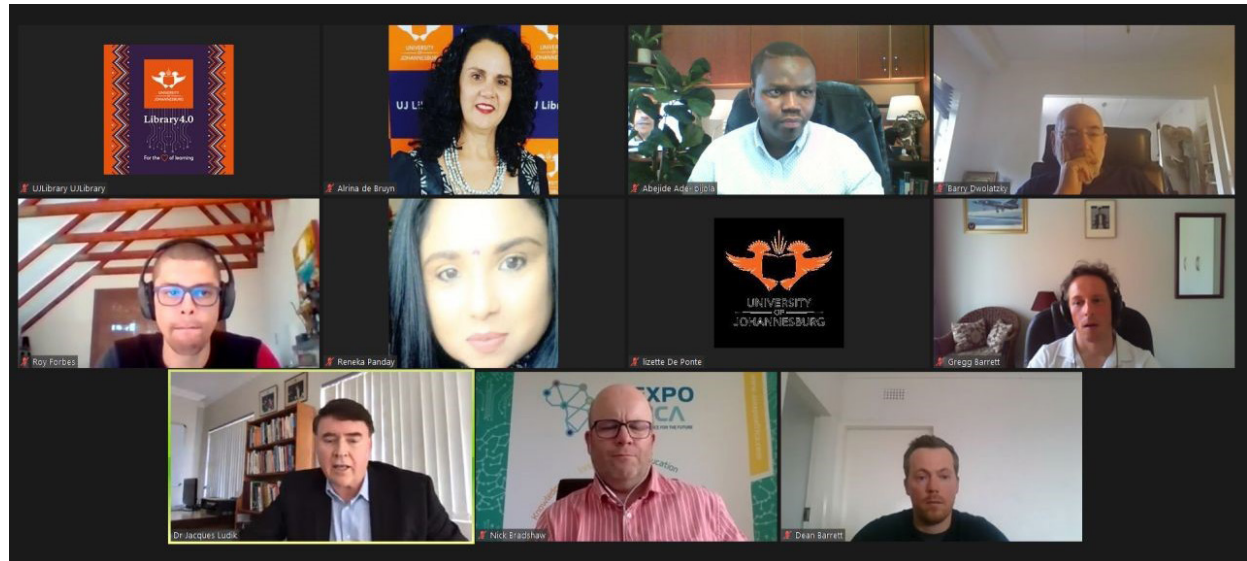
Dr Patrick Ndayizigamiye and Dr Shopee Dube selected to be part of UNESCO's Responsible Research and Innovation Networking Globally Project

Dr Patrick Ndayizigamiye and Dr Shopee Dube

Congratulations to Dr Patrick Ndayizigamiye and Dr Shopee Dube from AIS who were selected to be part of the South African advisory panel for UNESCO's RRING (Responsible Research and Innovation Networking Globally) project. The panel is tasked to provide advice and expertise on how South Africa can improve its self-evaluation requirements to meet the UNESCO Recommendations for Science and Scientific Researchers. The panel will consult and produce a guiding document on how South Africa should improve its research practices to ensure responsible research and innovation. The panel had its first virtual meeting on 21 October 2020.

Prof. Ade-Ibijola chairs a panel discussion with leading experts on building AI in Africa

AI in Africa panelists

On 8 October 2020, Prof. Abejide Ade-Ibijola chaired a panel discussion on building Africa's AI Initiative. The panel discussed the strategies for building Africa's AI initiative with the continent's leading industrial and academ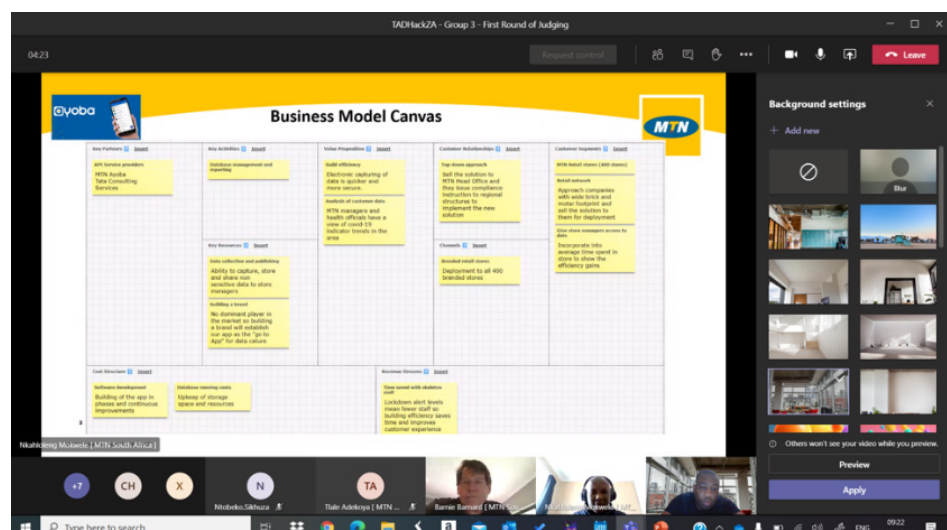ic minds in AI. The panel featured AI Media Group CEO Dr Nick Bradshaw, Cortex Logic CEO Jacques Ludik, University of the Witwatersrand researchers Prof. Barry Dwolatzky, Dr Roy Peter Forbes, and Dr Dean Barrett, and the University of Johannesburg's Prof. Abejide Ade-Ibijola as the host/chair.

To watch the recording click **HERE**.

Mr Ronny Mabokela invited to judge 2020 MTN #TADHack

#TADHack is a global hackathon that helps people learn about the latest internet, IT, and telecoms/communication technologies; and to use those technologies to solve local problems that matter. This year MTN #TADHacK focused on solving local issues caused by the Covid-19 pandemic.

Mr Ronny Mabokela, Head of the Technopreneurship Centre, was invited by MTN to participate in judging the 2020 #TADHack projects that were held on 10 and 11 October 2020. During the course of the event, more than 20 projects

Mr Ronny Mabokela live on the panel

addressed local Covid-19-related issues using fintech solutions such as MoMo. Mr Mabokela judged over 10 innovative and creative projects, ranging from simple work-from-home solutions without internet connectivity issues to solutions that can generate more jobs for those who lost their jobs during Covid-19.

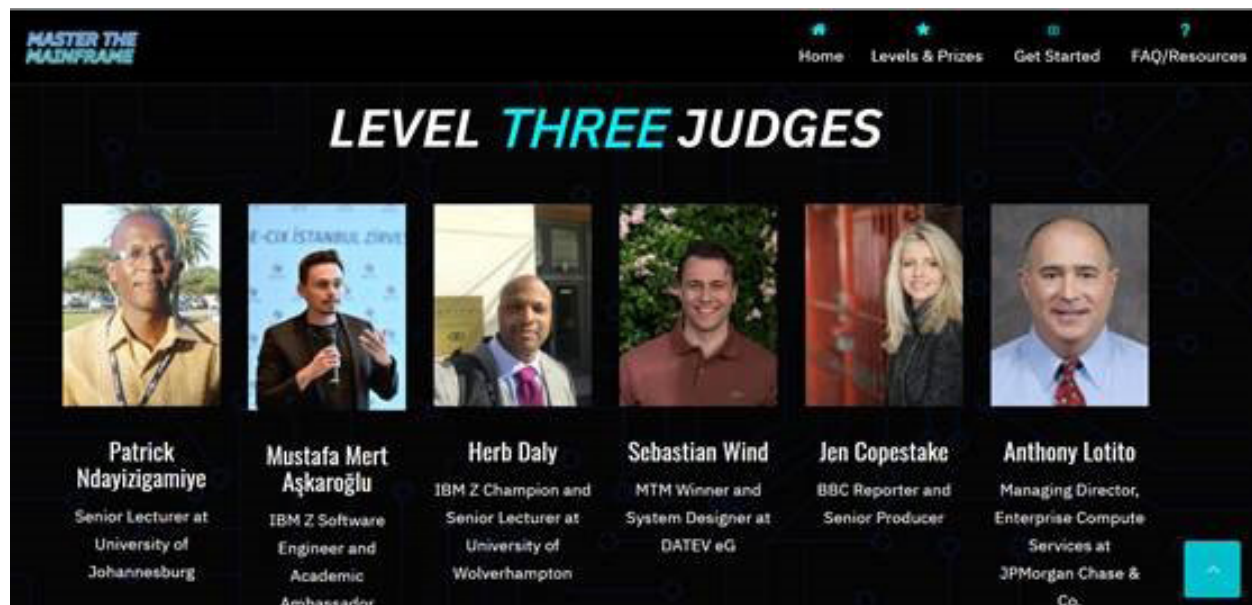# Mr Ronny Mabokela mentors young innovators at the MTN Business Hackathon

Young innovators' challenge

Mr Mabokela was also invited by Geekulcha to participate in the mentoring of young innovators at the MTN Business App Challenge, which took place on 11 – 13 September 2020. As a mentor, Mr Mabokela helped the young innovators to assess the nature of the problems, technical specs, and solutions being developed.

The MTN Business App Academy is an online app development campaign, through which innovators are mentored and tutored by experts in the field, ensuring that they are up-skilled for a future career in app development. This initiative seeks to challenge local youth to develop apps that address common social challenges.

Dr Patrick Ndayizigamiye invited by IBM to judge the IBM Master the Mainframe coding competition

Dr Patrick Ndayizigamiye alongside the other judges

Dr Patrick Ndayizigamiye has been selected by IBM (along with industry experts) to be part of the panel of six judges for the IBM Master the Mainframe coding competition. This competition is a global challenge in which thousands of students get to learn about JCL, Ansible, Python, Unix, COBOL, and REXX while competing with fellow students around the world.

Prof. Roelien Brink on COMETSA Club Radio Africa and virtual webinars

Prof. Roelien Brink was interviewed on COMETSA Club Radio Africa on 1 September 2020 to talk about her educational and professional journey, including her research on work integrated learning (WIL) and the World Association for Cooperative Education (WACE) Vice Chair Africa Research.

On 6 August 2020, she was a panelist on the *UJ Women Empowerment Webinar: Opportunities for women in Africa: Looking beyond Covid-19.* Prof. Brink declared her belief that: *"when passionate woman congregate, miracles happen and a mountain becomes a grain of sand"*. When asked what message she would like to share with women in ICT, this is what she had to say: *"Now is the time for us as women to take the lead in ICT – and together we can do it."*

On 28 May 2020, Prof. Brink was a panelist member for the World

Association for Cooperative Education global conversation on global perspectives, strategies, and impact. During the webinar, WIL and Covid-19 were discussed, including the different modalities and challenges around the globe. One of the challenges she discussed was IT infrastructure in SA, and how her students were struggling with their projects as some of them were living in areas with connectivity challenges. Students do not have the right equipment, she said, and find it difficult to communicate with one another owing to these IT infrastructure challenges. The conversation continued on 30 July 2020, on the theme *Covid-19 and emerging work-integrated learning research*. Prof. Brink presented her research on WIL during Covid-19. The concepts she covered included *project-based learning during these challenging times, and how students experience this modality of WIL.*
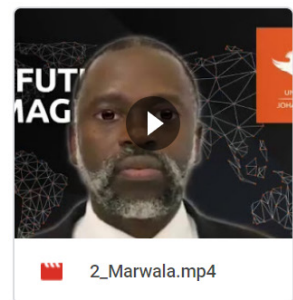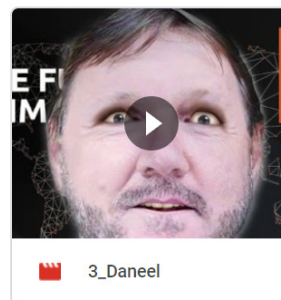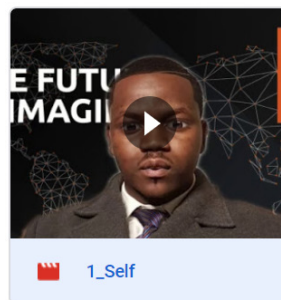

Prof. Roelien Brink

Prof Brink was also a panelist member on the Universities South Africa (USA) Webinar, Unlocking WIL and related Methodologies on 5 May 2020. She presented the different WIL modalities implemented at the University of Johannesburg during Covid-19. Prof Brink is a representative of the comprehensive universities at USA pertaining to WIL during Covid-19.

Prof. Ade-Ibijola creates multilingual animations to support his teaching; animates Dean, VC

In July 2020, Prof. Abejide Ade-Ibijola started a 4IR project in which he created animations that support the teaching of a programming module (Development Software 1B) at first-year level. The project uses *lecturer lookalike avatars* to explain difficult concepts to students in their own languages, which include Zulu, Sepedi, Afrikaans, and English. Prof. Ade-Ibijola also included some of his second-year students as part of this project to handle the animations and language translations. The students who were actively involved in this project were Ifeanyi Orazuluka (animations), Thomas Komane (Sepedi translation), Tebogo Seale (Zulu translation), and Dylan Harrison (Afrikaans translation).

Animated images of Prof. Ade-Ibijola, Prof. Daneel Van Lill, and Prof. Tshilidzi Marwala

This innovation was well-received by the management team of the University, and Prof. Ade-Ibijola was asked to create more animated videos, featuring avatars of the Dean of the College of Business and Economics, Prof. Daneel Van Lill (speaking Zulu), and the Vice Chancellor and Principal, Prof. Tshilidzi Marwala (speaking Afrikaans). The Deputy Vice Chancellor (Research and Internationalisation), Prof. Saurabh Sinha, also shared these animations on his social media profiles.

This innovation is expected to make education more inclusive by using local South African languages – and make learning more fun.

The animations are available for viewing here:

- DEV1B animations – click **HERE**
- Management team animations – click **HERE**

New book: Perspectives on ICT4D and socio-economic growth opportunities in developing countries

The book was proudly edited by our excellent academics from the Department of Applied Information Systems – Dr Patrick Ndayizigamiye, Dr Glenda Barlow-Jones, Dr Roelien Brink, Dr Stella Bvuma, Mrs Rehana Minty, and Mr Siyabonga Mhlongo. Congratulations on its publication!

Dr Beate Stiehler-Mulder selected as a juror for the AdFocus Awards 2020

Congratulations to Dr Beate Stiehler-Mulder of the Department of Marketing Management on being selected to sit on the main jury for the AdFocus Awards. Dr Beate will be sitting on the jury for two terms, 2020 – 2021. We wish her the very best as she joins industry to recognise and celebrate advertising effectiveness in South Africa.

Dr Beate Stiehler-Mulder

Prof. Mornay Roberts-Lombard elected to the Chartered Institute of Customer Management Service board

Prof. Mornay Roberts-Lombard
Board Member
Chartered Institute of
Customer Management

" Customer experience is grounded on **engagement** and influenced by the **emotional journey** of the customer when interacting with the brand; It is a customer journey touchpoint specific

Congratulations to **Prof. Mornay Roberts-Lombard** of the Department of Marketing Management for being elected to the Chartered Institute of Customer Management Service board.

SCiiS staff lockdown experience

2020 has proven to be a challenging year for us all. Covid-19 arrived without notice, and forced us all into lockdown. We had to adapt to a new way of working while learning to maintain a healthy work/home balance. Uncertainty was in the air, and we all had to find different ways to cope and ensure that we delivered on our workload, while also providing support to our loved ones.

We asked our SCiiS staff to describe to us, in one sentence, their lockdown experience. Below is a collage of all the responses received. Some staff asked to remain anonymous.

"It was interesting to experience a total lockdown, as it allowed me to have a clear view on how one incident can change the way we live, communicate with each other, the economic system and, most importantly, how resilient humans beings are." Anonymous

"As much as I enjoy the freedom of working from home, it has its downside. It takes longer to address student queries online than in class, and students come with all sorts of excuses for non-participation in the module (activities, assessments, etc.)." Anonymous

"It's been harsh and enlightening!" Ms Fareea Dangor

"In the midst of uncertainty and anxiety, lockdown gave me an opportunity to reflect and spend more time with family." Mrs Mariette Frazer

"My experience with lockdown was frustrating. This was because we were restricted on how and where we were allowed to go out. So, in other words, you could not go and have a chat with a friend over a glass of wine. On top of that, the online teaching methodology makes a lecturer work at least 30% harder. So glad normality is returning!!" Prof Marius Wait

"Working 25/7 became a thing." Mr Kagiso Mabe

COVID-19 LOCKDOWN

"Initially the idea of lockdown stirred up lots of anxiety and concern about the way work would get done. However, I found the transition to working from home effortless and enjoyable. I find myself a lot more productive at home, and also have more time for hobbies such as cooking, where I have been experimenting with new recipes. Dinner anyone…?" Anonymous

"I learnt to be calm within a storm." Ms Nontokozo Mokoena

"Lock down has created an opportunity for innovative online teaching in a stimulating, safe space where creative self-reflection and inventive thinking is inspired. For me, it provided the opportunity to work independently from home, without the barriers of an office space that impairs knowledge and hampers innovation." Prof. Mornay Roberts-Lombard

"Initially it was a challenge, but it turned into a massive journey of learning and personal growth." Dr Beate Stiehler-Mulder

"I choose to look at it with positivity because it gave me all the time I wanted to work on my studies." Anonymous

Staff promotions

Prof. Roelien Brink, Dr Nazeer Joseph, and Dr Lodewikus Erasmus

Congratulations to Prof. Roelien Brink, Dr Nazeer Joseph, and Dr Lodewikus Erasmus of the Department of Applied Information Systems on their respective promotions. Prof. Brink has been promoted from Senior Lecturer to Associate Professor. Dr Joseph and Dr Erasmus were promoted from Lecturer to Senior Lecturer.

Staff qualifications

Dr Andrea Potgieter

Congratulations to Dr Andrea Potgieter, Lecturer in the Department of Information and Knowledge Management, on receiving her Doctor of Philosophy degree.

Dr Potgieter completed her PhD in Information Management at UJ. Her thesis focused on *Designing for the user: Preferred mobile app features*, and was prepared under the supervision of Prof. Chris Rensleigh.

Dr Paul Issock's postdoctoral fellowship journey highlights

Dr Paul Issock's postdoctoral fellowship (PDF) journey at the Department of Marketing Management has come to an end. He has an exciting new path ahead as a Senior Lecturer at the University of the Witwatersrand. We asked him a few questions about his PDF journey at the SCiiS, and this is what he had to say:

How would you describe your PDF journey at the Department of Marketing Management?
It was a good experience. The PDF programme is well-structured and organised at the SCiiS. Also, the support from the Postgraduate Centre was remarkable. In terms of research, I had the opportunity to learn from two top researchers in the field of marketing in South Africa, Prof. Mercy Mpinganjira and Prof. Mornay Roberts-Lombard, who were my supervisors.

What challenges did you face, and how did you overcome them?
The main challenge was to have a considerable number of published articles while trying to hit journals with high impact factors. The slow and sometimes cumbersome review process – especially in international journals – was a major hindrance to my research productivity. But at the end of the day, one gets interesting feedback from reviewers that propel the paper to a higher level.

What were the motivations for choosing the School of Consumer Intelligence and Information Systems (SCiiS) to do your Post-doctoral fellowship?
The choice was easy. The Department of Marketing Management at UJ is the best in Africa. The research environment is outstanding and motivating. Moreover, I knew I would glean some valuable experience from my hosts who are, as I said, among the best in the field of marketing.

What were the key focus research areas of your postdoc?
My research focus was on transformative consumer research, with a focus on sustainable marketing and social marketing. The first project was on eco-friendly labels as marketing signals that guide consumers' choice of green products. The second research project was geared towards promoting eco-friendly post-consumption and disposal of waste from a social marketing perspective.

What were the publications that came out of your research projects?
From these research projects, we could harvest eight articles. Five of them have already been published in international journals with impact factors ranging from 1.05 to 6.39. The other three are under review in international journals. Moreover, five conference papers have been presented at local and international accredited conferences. One of them won the best student paper at the World Social Marketing Conference (2019), which is the greatest gathering of social marketing practitioners and academics in the world.

How do you rate the support received from the SCiiS and your hosts?
Outstanding! My hosts have been so supportive and professional. Looking

Dr Paul Issock

back at my first draft article, and how I have evolved as an emerging researcher, I can only thank my hosts for their training. Overall, SCiiS has always created a environment that is conducive to postdoc researchers. This has been done through funding and various forms of support.

Would you recommend other postdocs to come to the SCiiS?
Definitely yes, I would wholeheartedly recommend the SCiiS to other postdocs.

Is there anything else that you would like to add?
I would like to thank the SCiiS for funding my postdoctoral fellowship. A big thank to my hosts for their remarkable and selfless support throughout this fellowship. Finally, I would like to acknowledge and appreciate all the good people in the Department of Marketing Management. It has been a fantastic experience. I will surely miss UJ.

Lecturer to Associate Professor. Dr Joseph and Dr Erasmus were promoted from Lecturer to Senior Lecturer.

AIS writing retreat

Members of the Department of Applied Information Systems attended an online writing retreat from 15 to 17 July 2020, facilitated by Prof. Carl Marnewick.

Its purpose was to focus on increasing their journal publications and supporting emerging researchers.

In attendance were Mr Ronny Mabokela, Mr Mothepane Tshabalala, Dr Maureen van den Berg, and Dr Stella Bvuma.

Department of Marketing Management Teambuilding

The Department of Marketing Management (MM) had a teambuilding session that took place on 22 October 2020. They participated in the virtual national J.P. Morgan Corporate Challenge, in which professionals from all industries and at every level got a unique opportunity to connect, compete, and have fun virtually! The MM team met at 06:50 at Clearwater Mall and did their run/walk from 07:00 to 08:00. The team ended off their teambuilding session with breakfast at Mugg & Bean.

Awards

Prof. Gilbert Silvius and Prof. Carl Marnewick receive the Global Research Outstanding Contributions 2020 Award

Congratulations to Prof. Gilbert Silvius, Visiting Professor at the Department of Applied Information Systems, and Prof. Carl Marnewick, Senior Lecturer in the Department of Applied Information Systems ,who were recognised by the International Project Management Association for their outstanding global project management contributions. Congratulations on your marvelous accomplishment!

Prof. Gilbert Silvius is from the University of Applied Sciences, Utrecht in the Netherlands, where he directs the Master of Project Management degree from an organisational change perspective. Prof. Carl Marnewick is a C3 NRF-rated researcher focusing on IT project success, benefits realisation, IT governance, IT management, and sustainability in IT project management.

IPMA Global Research Award

Outstanding Contributions 2020

IPMA. Global Research Award

Prof. Abejide Ade-Ibijola wins the Distinguished VC Award for Teacher Excellence 2020 – his second VC Award in two years

VICE-CHANCELLOR'S DISTINGUISHED AWARD

TEACHER EXCELLENCE

Prof Abejide Ade-Ibijola
College of Business and Economics
Applied Information Systems

When lookalike avatars of our Vice-Chancellor and the Dean of CBE are heard speaking fluently in a language that is unfamiliar to them, we may be startled or even be amused. We are witnessing the result of an extraordinary project in artificial intelligence and one that represents cutting edge technology and stands at the forefront of 4IR.

This is just one of the remarkable range of applications developed by Prof Abejide Ade-Ibijola, an Associate Professor in Applied Information Systems. It is almost impossible to capture the unbounded energy, vitality and innovative imagination that characterises his teaching and which he transfers to his students. Drawing on his experience in the gaming industry, he ensures that his classroom is a lively and interactive space where students learn not only that programming is difficult and that they need to practise and work hard, but also experience the excitement of the results of their effort. Students are always collaborative and engaged, first acquiring the theoretical foundations of programming but then translating these into concrete applications. Many still remember engaging with Teddy in the UJ library, a humanoid chat robot, powered by AI, designed to replace existing technologies and described as "a day-to-day companion who can perceive emotions" and hope that they too will be able to programme a robot in future.

In his teaching philosophy, Prof Ade-Ibijola combines Cognitive Learning Theory with a syntax free approach to computing as he explores the best way in which to teach programming. Using a wide range of strategies with extensive use of technology, he is the perfect role model of a teacher engaged in preparing students for a fast-changing, super-complex world where adaptability and problem-solving skills are more important than remembering facts and reproducing facts.

Abejide, thank you for the enormous contribution you make to our university and for enriching your students' lives – congratulations on receiving this award and we wish you well in all your exciting future endeavours.

In November 2019, Prof. Ade-Ibijola received the Vice-Chancellor's Distinguished Award for the Innovation of the Year (valued at R500,000); and on 20 October 2020, he claimed the Vice-Chancellor's Award for Teacher Excellence for the year 2020 (valued at R150,000), making this his second VC Award in a row. Congratulations, Prof. Ade-Ibijola!

The citation on the left is from the VC Awards Programme 2020.

Dr Oluseye O. Jegede receives the Vice Chancellor's Distinguished Award for Postdoctoral Fellows Research Excellence

Congratulations to Dr Oluseye O. Jegede, who received the Vice Chancellor's Distinguished Award for *Postdoctoral Fellows Research (PDRF) Excellence in 2020* on 29 October 2020. This award is in recognition of his outstanding contributions through his research output and his academic citizenship at the University of Johannesburg.

Dr Jegeda was a PDRF at IKM between April 2019 and March 2020. He showed his appreciation to the Department of IKM with the following words:

"I want to appreciate you for believing in me and supporting my efforts in all possible ways. The opportunity you gave me in March/April 2019 to sit at IKM for a year has given me this chance to emerge as the best PDRF who consistently has been prolific over the years in terms of research outputs in the College of Business and Economics (CBE). CBE is a very big faculty/college; it could even pass for a university on its own. This award is humbling. I owe it to the mentorship provided by Prof. Kelvin Bwalya and to the love that reigns at IKM.

This is just to thank you for believing in me and for giving me a chance against all the odds. I dedicate this award to IKM. Although I have moved on to other

Dr Oluseye O. Jegede

things (as I have become more visible to the university now), I cannot forget my wonderful experience at IKM.

IKM rocks my world. Thank you all."

Online events

The School of Consumer Intelligence and Information Systems (SCiiS) hosted two webinars in the month of August, with the aim of creating a digital space in which industry and academia could meet to tackle critical issues in 4IR.

Jessica Tandy

Thami Magele

Khutso Maahlo

In the spirit of Women's Month, the SCiiS collaborated with truly dynamic and exceptional women pioneers in 4IR to deliver insightful content and engagement on the virtual space.

On 24 August 2020, Jessica Tandy, partner at Bizmod Consulting, tackled *How to manage the disruptions caused by Covid-19 with 4IR technologies*.

On 27 August 2020, Thami Magele, Managing Director at Lit to Stand, and Khutso Maahlo, Project Manager at PPS, tackled *How can 4IR be used to drive Africa's digital economy?* The SCiiS Director, Prof. Mercy Mpinganjira, facilitated the webinars.

To watch the webinar, click **HERE**.

TECHNOPRENEURSHIP CENTRE WEBINAR

The Future Reimagined

On 3 September 2020 the Technopreneurship Centre hosted a webinar entitled *Cybersecurity challenges with the emerging need of working from home due to COVID-19*. The main speaker was Muyowa Mutemwa, Senior Cyber Security Specialist at the CSIR. He addressed critical issues experienced by employers and employees in working from home, and shared various insights through the question-and-answer session on how to counteract some of the problems faced. The webinar was facilitated by Dr Maureen van den Bergh from the Department of Applied Information Systems.

To watch the webinar, click **HERE**.

Muyowa Mutemwa

SCiiS staff recognition

On 19 November, SCiiS hosted their annual staff awards, through which they acknowledge and honour staff for all their efforts, contributions, and achievements.

Dr Beate Stiehler-Mulder facilitated the online awards, the SCiiS Director Prof. Mercy Mpinganjira gave the welcome address, and the guest speaker was the industry-respected marketing and advertising strategist Tumi Rabanye. Entertainment was provided by the mesmerising poet, Mo Malele.

Congratulations to all the 2020 SCiiS staff award winners, and a huge thank you to all SCiiS staff for all their efforts and contributions this year! Thank you to the SCiiS Staff Awards Committee, Mr Lucas Khoza, Mr Kagiso Mabe, Prof. Tanya du Plessis, Prof. Mornay Roberts-Lombard, Mr Njabulo Mkhize, Ms Mothepane Tshabalala, and Ms Martha Winter for organising such a beautiful ceremony.

Despite the pandemic, what a beautiful semester – and indeed, a beautiful academic year – we have pulled together. You all deserve a good rest over the coming Christmas holidays. Enjoy!